

Terms and Conditions for the KONE Modernization: The Voice of Dedication Modernization Campaign

1. Organizer, Scope and Applicability

These Terms and Conditions (the “**Terms**”) govern the participant’s (referred to as “**You**” or “**Your**”) participation in the KONE Modernization: The Voice of Dedication Modernization Campaign Competition (the “**Competition**”), organized by KONE Corporation (Business ID: 1927400-1), a company duly established and existing under the laws of Finland, having its headquarters registered at Keilasatama 3, 02150 Espoo (referred to as the “**Organizer**” or “**Us**”, “**Our**” or “**We**”). The Organizer’s subsidiaries, partners and affiliates (the “**Affiliated Parties**”) may promote the Competition (e.g. on their websites and on social media channels) and assist in its execution, but they are not responsible for organizing or managing the Competition.

The Competition is not funded, endorsed, operated, or administered by Facebook, Instagram, X, YouTube, or LinkedIn.

By submitting an entry, You agree to be bound by these Terms. If You do not have the authority to accept these Terms or do not agree with them, please refrain from participating. The Organizer reserves the right to disqualify any participant who violates or is suspected of violating these Terms.

The following Sections of these Terms do not apply where You are a consumer: Sections 5iv and 5v as well as Sections 8II) and 8III).

2. Eligibility and Participation

To participate in the Competition, You must be at least 18 years old.

Participation in the Competition requires submitting an entry for an elevator to be modernized (the “**Entry**”) via the Organizer’s campaign website: <https://kone.co.uk/free-lift-modernisation.aspx> (the “**Campaign Site**”). Multiple entries are permitted. Participation is voluntary, free of charge, and does not require the purchase of any product or service.

3. Competition period

The Competition will run for 18 days, beginning on October 30 and ending on November 16. Entries submitted after the end of the Competition will not be considered. You are solely responsible for ensuring timely submission. The Competition winner will be announced by December 22.

4. Processing of Personal Data

The Organizer will collect Your name and contact details for the purpose of administering the Competition and contacting the Competition Winner. The data will not be used for any other marketing activities. The Organizer may disclose the data to Affiliated Parties as necessary for the aforementioned purposes. After the completion of the Competition and the Organizer’s marketing campaign, the data will be deleted. Otherwise, the KONE Privacy Statement, available in <https://www.kone.com/en/privacy-statement.aspx>, (excluding Sections 2 and 3), shall apply.

When submitting Your Entry, You shall only submit the data requested on the Entry form. In particular, You shall ensure that the Entry does not include personal data of other individuals.

5. Requirements and Liabilities related to the Entry

BY SUMMITTING THE ENTRY, YOU AGREE THAT:

- i. YOU MEET THE TERMS OF ELIGIBILITY SET OUT HEREIN;
- ii. THE ENTRY WILL NOT CONTAIN ANY ITEM THAT CONTAINS PERSONAL DATA (INCLUDING BUT NOT LIMITED TO PICTURES OF INDIVIDUALS) IS UNLAWFUL, LIBELOUS,

- DEFAMATORY, OBSCENE, PORNOGRAPHIC, ABUSIVE, HARASSING OR THREATENING, OR OTHERWISE UNFIT FOR PUBLICATION;
- iii. YOU OWN THE ENTRY (INCLUDING ANY PHOTOS ATTACHED THERETO) OR HAVE THE UNLIMITED RIGHT TO PROVIDE IT TO US, AND WE MAY PUBLISH IT, INCLUDE IT IN OUR MARKETING AND BUSINESS ACTIVITIES AND/OR INCORPORATE IT IN OUR PRODUCTS WITHOUT COMPENSATION, RESTRICTIONS ON USE, ACKNOWLEDGMENT OF SOURCE, ACCOUNTABILITY OR LIABILITY;
- iv. TO THE EXTENT ALLOWED BY THE APPLICABLE LAWS, YOU AGREE NOT TO TAKE ACTION AGAINST THE ORGANIZER OR THE AFFILIATED PARTIES IN RELATION TO THE ENTRY THAT YOU SUBMIT; AND
- v. YOU AGREE TO INDEMNIFY THE ORGANIZER IF ANY PARTY TAKES ACTION AGAINST THE ORGANIZER IN RELATION TO THE ENTRY YOU SUBMIT.

ADDITIONALLY, BY SUBMITTING THE ENTRY, YOU CONFIRM THAT YOU ARE AUTHORIZED TO ACCESS THE LOCATION FEATURED IN THE ENTRY AND TO COLLECT THE NECESSARY DATA.

6. Evaluation and Selection of Winner

Entries will be reviewed by a panel of judges (the “**Jury**”), appointed by the Organizer, which will, in its sole discretion and with support from Affiliated Parties, shortlist certain Entries as “**Finalist Entries**”. As the Campaign is run globally by the Organizer in several countries, the Finalist Entries will include Entries from multiple countries within Europe.

The Jury, appointed by the Organizer, will evaluate the Entries to select the Finalist Entries based on, inter alia, the lifts’ eligibility for a partial modernization. The Jury will use its discretion and overall judgment in the selection process. The Organizer will also confirm consent from the building owner (“**Building Owner**”) for the lift featured in the Entry that they agree to be showcased as a Finalist Entry and wish to participate in the Competition. Entries may be disqualified if they

- i. Are incomprehensible or irrelevant;
- ii. Do not meet the requirements in Section 5 of these Terms;
- iii. Contain inappropriate content; or
- iv. Are incomplete (e.g., missing address or required images).

Finalist Entries will be published on the Campaign Site on December 8, 2025. Participants who have submitted Entries will be notified via email. Members of the public may vote for their preferred Finalist Entry from December 8 to December 14. (“**Voting Period**”). The Entry with the most votes (“**Entry Winner**”) will win an elevator modernization as determined by the Organizer. The Building Owner will be contacted separately. The lift modernization process will be documented, and both the modernization process and the Entry Winner will be featured in the Organizer’s communications and marketing channels.

The individual who has submitted the Entry Winner will become the “**Competition Winner**”. The Competition Winner will be contacted using the contact details provided. If the Competition Winner does not respond to the Organizer within 14 days, a new winner will be selected based on votes. The other individuals who have submitted Finalist Entries will also win a prize as determined in Section 7 below.

7. Prize

The Competition Winner selected in accordance with Section 6 above will receive a staycation in the winner’s home country (the “**Winner Prize**”), valued at maximum 2500 euros. The Prize will be mailed to the winner. Furthermore, the individuals who have submitted Finalist Entries will receive a hotel gift card (the “**Finalists Prize**”), valued at approximately 200 euros.

Both the Winner Prize and Finalists Prizes are non-transferable, non-exchangeable, and cannot be redeemed for cash. If delivery of the Winner Prize or Finalists Prizes are restricted due to trade regulations or local laws, or if sending of the Winner Prize or the Finalists Prizes is not possible with reasonable efforts or it would cause the Organizer significant additional costs, the Organizer reserves the right to substitute the Winner Prize or the Finalists Prizes with an equivalent item of similar monetary value.

8. The Organizer's Liability

I) THE ORGANIZER OR THE AFFILIATED PARTIES WILL NOT BE LIABLE FOR ANY INJURY, DAMAGE OR LOSS CAUSED BY PARTICIPATING IN THE COMPETITION OR BY REDEEMING OR UTILIZING THE PRIZE EXCEPT WHERE IT IS CAUSED BY THE NEGLIGENCE OF THE ORGANIZER OR THE AFFILIATED PARTIES. YOUR STATUTORY RIGHTS ARE NOT AFFECTED.

II) THE ORGANIZER IS NOT RESPONSIBLE FOR ANY TECHNICAL OR HUMAN ERROR THAT MAY OCCUR DURING THE COMPETITION.

III) THE MAXIMUM AGGREGATE LIABILITY OF THE ORGANIZER AND AFFILIATED PARTIES IS LIMITED TO THE MONETARY VALUE OF THE WINNER PRIZE. THIS LIMITATION OF LIABILITY IS CUMULATIVE AND NOT PER INCIDENT.

IV) IF YOU ARE THE COMPETITION WINNER OR HAVE SUBMITTED A FINALIST ENTRY, YOU AGREE TO: (i) RELEASE THE ORGANIZER AND THE AFFILIATED PARTIES FROM ANY LIABILITY REGARDING THE PRIZE AND THE USAGE THEREOF; AND (ii) NOT TAKE ACTION AGAINST THE ORGANIZER IN RELATION TO THE PRIZE YOU RECEIVE. THIS SECTION APPLIES EXCEPT WHERE IT IS CAUSED BY THE NEGLIGENCE OF THE ORGANIZER OR THE AFFILIATED PARTIES. YOUR STATUTORY RIGHTS ARE NOT AFFECTED.

What is stated above does not limit or exclude any liability that cannot be limited or excluded under applicable law.

9. Taxes

The Organizer will report the Prize and the recipient of the Prize to the Finnish Tax Authority's Incomes Register.

IF YOU ARE THE WINNER OF THE PRIZE, YOU WILL BE LIABLE FOR ANY TAXES AND NOTIFICATIONS TO THE RELEVANT LOCAL TAX AUTHORITIES, AS MAY BE APPLICABLE TO YOU IN ACCORDANCE WITH THE LOCAL LAWS AND REGULATIONS OF THE COUNTRY WHERE THE PRIZE IS TO BE SENT (AS REQUESTED BY YOU) OR AS OTHERWISE APPLICABLE TO YOU.

10. Applicable Law

The Organizer is organizing the Competition under the laws of Finland. These Terms are governed by the laws of Finland (excluding its choice of law provisions).

11. Amendments of the Terms and Discontinuation of the Competition

As permitted by applicable laws, the Organizer reserves the right to amend these Terms or discontinue the Competition at any time in its sole discretion. If the Competition is discontinued, no winner will be selected.

12. Third party rights

These Terms apply between You and Us. Nobody else can enforce them, (including a Building Owner who has not submitted an Entry as a participant to the Competition)..